



WTVD-TV DURHAM
411 LIBERTY STREET
DURHAM NC 27701

Acknowledgment of Agreement Between WTVD-TV DURHAM and

DATE: 09-12-2012 PAGE: 1 of 6

INNOVATIVE ADVERTISING INC. - 11360
ATTN: HEIDI GUERRA
4250 HWY 22, SUITE 7
MANDEVILLE LA 70471

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
398208	09-10-2012	09-11-2012	2	CHAD BAREFOOT CAMPAIGN	CHAD BAREFOOT CAMPAIGN SD 18	POLITICALS	WTVD - DURHAM

Agency Est#	CMS #	Sales Office	Account Executive	Start Date	End Date	Billing	Package	Contract Title
978	243131	PHILADELPHIA	A. CLIFFORD	09-11-2012	09-30-2012	M (Broadcast Month, Cycle 1)	N	243131

Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
Agency CPE: E : 978																	
1	09-11-2012	09-16-2012	05:00AM - 05:30AM	EYEWITNESS NEWS AT 5:00 AM (MONDAY-FRIDA	2	30		X	X	X	X			4	225	4	900.00
2	09-17-2012	09-23-2012	05:00AM - 05:30AM	EYEWITNESS NEWS AT 5:00 AM (MONDAY-FRIDA	2	30	X	X	X	X	X			4	225	4	900.00
3	09-24-2012	09-30-2012	05:00AM - 05:30AM	EYEWITNESS NEWS AT 5:00 AM (MONDAY-FRIDA	2	30	X	X	X	X	X			4	225	4	900.00
4	09-11-2012	09-16-2012	05:30AM - 06:00AM	EYEWITNESS NEWS AT 5:30 AM (MONDAY-FRIDA	2	30		X	X	X	X			4	350	4	1,400.00
5	09-17-2012	09-23-2012	05:30AM - 06:00AM	EYEWITNESS NEWS AT 5:30 AM (MONDAY-FRIDA	2	30	X	X	X	X	X			4	350	4	1,400.00
6	09-24-2012	09-30-2012	05:30AM - 06:00AM	EYEWITNESS NEWS AT 5:30 AM (MONDAY-FRIDA	2	30	X	X	X	X	X			4	350	4	1,400.00
7	09-11-2012	09-16-2012	07:00AM - 09:00AM	GOOD MORNING AMERICA (MONDAY-FRIDAY) (83	2	30		X	X	X	X			4	500	4	2,000.00
8	09-17-2012	09-23-2012	07:00AM - 09:00AM	GOOD MORNING AMERICA (MONDAY-FRIDAY) (83	2	30	X	X	X	X	X			4	500	4	2,000.00
9	09-24-2012	09-30-2012	07:00AM - 09:00AM	GOOD MORNING AMERICA (MONDAY-FRIDAY) (83	2	30	X	X	X	X	X			4	500	4	2,000.00
10	09-11-2012	09-16-2012	06:00AM - 07:00AM	EYEWITNESS NEWS SATURDAY 6-7A (2105)	3	30						X		1	125	1	125.00
11	09-17-2012	09-23-2012	06:00AM - 07:00AM	EYEWITNESS NEWS SATURDAY 6-7A (2105)	3	30						X		1	125	1	125.00
12	09-24-2012	09-30-2012	06:00AM - 07:00AM	EYEWITNESS NEWS SATURDAY 6-7A (2105)	3	30						X		1	125	1	125.00
13	09-11-2012	09-16-2012	07:00AM - 08:00AM	EYEWITNESS NEWS SATURDAY AT 7AM (2408)	2	30						X		1	250	1	250.00
14	09-17-2012	09-23-2012	07:00AM - 08:00AM	EYEWITNESS NEWS SATURDAY AT 7AM (2408)	2	30						X		1	250	1	250.00
15	09-24-2012	09-30-2012	07:00AM - 08:00AM	EYEWITNESS NEWS SATURDAY AT 7AM (2408)	2	30						X		1	250	1	250.00

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ATTN: HEIDI GUERRA
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Contract No 398208	Contract Dt 09-10-2012	Revision Dt 09-11-2012	Rev# 2	Advertiser CHAD BAREFOOT CAMPAIGN	Brand CHAD BAREFOOT CAMPAIGN SD 18	Product Code POLITICALS								Station/Market WTVD - DURHAM					
Agency Est# 978			CMS # 243131	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 09-11-2012	End Date 09-30-2012	Billing M (Broadcast Month, Cycle 1)						Package N	Contract Title 243131				
Line	Start Date	End Date	Time Period	Description			RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: E : 978																
16	09-11-2012	09-16-2012	06:00AM - 07:00AM	EYEWITNESS NEWS SUNDAY 6-7A (6243)			2	30							X	1	100	1	100.00
17	09-17-2012	09-23-2012	06:00AM - 07:00AM	EYEWITNESS NEWS SUNDAY 6-7A (6243)			2	30							X	1	100	1	100.00
18	09-24-2012	09-30-2012	06:00AM - 07:00AM	EYEWITNESS NEWS SUNDAY 6-7A (6243)			2	30							X	1	100	1	100.00
19	09-11-2012	09-16-2012	07:00AM - 08:00AM	EYEWITNESS NEWS SUN 7-8A (820)			3	30							X	1	125	1	125.00
20	09-17-2012	09-23-2012	07:00AM - 08:00AM	EYEWITNESS NEWS SUN 7-8A (820)			3	30							X	1	125	1	125.00
21	09-24-2012	09-30-2012	07:00AM - 08:00AM	EYEWITNESS NEWS SUN 7-8A (820)			3	30							X	1	125	1	125.00
22	09-11-2012	09-16-2012	08:00AM - 09:00AM	GOOD MORNING AMERICA SUNDAY (4789)			2	30							X	1	350	1	350.00
23	09-17-2012	09-23-2012	08:00AM - 09:00AM	GOOD MORNING AMERICA SUNDAY (4789)			2	30							X	1	350	1	350.00
24	09-24-2012	09-30-2012	08:00AM - 09:00AM	GOOD MORNING AMERICA SUNDAY (4789)			2	30							X	1	350	1	350.00
25	09-11-2012	09-16-2012	10:00AM - 11:00AM	THIS WEEK SUNDAY 10-11A (800)			3	30							X	1	300	1	300.00
26	09-17-2012	09-23-2012	10:00AM - 11:00AM	THIS WEEK SUNDAY 10-11A (800)			3	30							X	1	300	1	300.00
27	09-24-2012	09-30-2012	10:00AM - 11:00AM	THIS WEEK SUNDAY 10-11A (800)			3	30							X	1	300	1	300.00
28	09-11-2012	09-16-2012	12:00PM - 12:30PM	EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY)			2	30		X	X	X	X			4	250	4	1,000.00
29	09-17-2012	09-23-2012	12:00PM - 12:30PM	EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY)			2	30	X	X	X	X	X			4	250	4	1,000.00
30	09-24-2012	09-30-2012	12:00PM - 12:30PM	EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY)			2	30	X	X	X	X	X			4	250	4	1,000.00

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Contract No 398208	Contract Dt 09-10-2012	Revision Dt 09-11-2012	Rev# 2	Advertiser CHAD BAREFOOT CAMPAIGN	Brand CHAD BAREFOOT CAMPAIGN SD 18	Product Code POLITICALS	Station/Market WTVD - DURHAM
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Agency Est# 978			CMS # 243131	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 09-11-2012	End Date 09-30-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 243131			
Line	Start Date	End Date	Time Period	Description			RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: E : 978																
31	09-11-2012	09-16-2012	05:00PM - 05:30PM	EYEWITNESS NEWS AT 5:00PM(MONDAY-FRIDAY			2	30		X	X	X	X			4	600	4	2,400.00
32	09-17-2012	09-23-2012	05:00PM - 05:30PM	EYEWITNESS NEWS AT 5:00PM(MONDAY-FRIDAY			2	30	X	X	X	X	X			3	600	3	1,800.00
33	09-24-2012	09-30-2012	05:00PM - 05:30PM	EYEWITNESS NEWS AT 5:00PM(MONDAY-FRIDAY			2	30	X	X	X	X	X			3	600	3	1,800.00
34	09-11-2012	09-16-2012	06:00PM - 06:30PM	EYEWITNESS NEWS AT 6P (MONDAY-FRIDAY) (81			2	30		X	X	X	X			3	750	3	2,250.00
35	09-17-2012	09-23-2012	06:00PM - 06:30PM	EYEWITNESS NEWS AT 6P (MONDAY-FRIDAY) (81			2	30	X	X	X	X	X			3	750	3	2,250.00
36	09-24-2012	09-30-2012	06:00PM - 06:30PM	EYEWITNESS NEWS AT 6P (MONDAY-FRIDAY) (81			2	30	X	X	X	X	X			3	750	3	2,250.00
37	09-11-2012	09-16-2012	07:00PM - 07:30PM	JEOPARDY (MONDAY-FRIDAY) (898)			1	30		X	X	X	X			3	1,400	3	4,200.00
38	09-17-2012	09-23-2012	07:00PM - 07:30PM	JEOPARDY (MONDAY-FRIDAY) (898)			1	30	X	X	X	X	X			3	1,400	3	4,200.00
39	09-24-2012	09-30-2012	07:00PM - 07:30PM	JEOPARDY (MONDAY-FRIDAY) (898)			1	30	X	X	X	X	X			3	1,400	3	4,200.00
40	09-11-2012	09-16-2012	07:30PM - 08:00PM	WHEEL OF FORTUNE (MONDAY-FRIDAY) (901)			1	30		X	X	X	X			3	1,400	3	4,200.00
41	09-17-2012	09-23-2012	07:30PM - 08:00PM	WHEEL OF FORTUNE (MONDAY-FRIDAY) (901)			1	30	X	X	X	X	X			3	1,400	3	4,200.00
42	09-24-2012	09-30-2012	07:30PM - 08:00PM	WHEEL OF FORTUNE (MONDAY-FRIDAY) (901)			1	30	X	X	X	X	X			3	1,400	3	4,200.00
43	09-17-2012	09-23-2012	08:00PM - 11:00PM	PRIME SPECIALS (797)			3	30	X							1	1,600	1	1,600.00
			----- ITEM LINE NOTE ----- CMA 3																
44	09-17-2012	09-23-2012	08:00PM - 09:00PM	TUES PRIME 8-9P (810)			2	30		X						1	4,000	1	4,000.00
			----- ITEM LINE NOTE ----- TBA 2																

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Agency Est# 978			CMS # 243131	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 09-11-2012	End Date 09-30-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 243131				
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			Agency CPE: E : 978																	
45	09-24-2012	09-30-2012	08:00PM - 10:00PM	PRIME SPECIALS (797)				2	30	X							1	4,000	1	4,000.00
			----- ITEM LINE NOTE ----- DWTS 2																	
46	09-17-2012	09-23-2012	08:00PM - 09:00PM	THURS PRIME 8-9P (806)				3	30					X			1	1,500	1	1,500.00
			----- ITEM LINE NOTE ----- WIPEOUT 3																	
47	09-24-2012	09-30-2012	08:00PM - 09:00PM	THURS PRIME 8-9P (806)				3	30					X			1	1,500	1	1,500.00
			----- ITEM LINE NOTE ----- LAST RESORT 3																	
48	09-11-2012	09-16-2012	11:00PM - 11:35PM	EYEWITNESS NEWS AT 11PM (MONDAY-SUNDAY				1	30		X	X	X	X	X	X	3	1,100	3	3,300.00
49	09-17-2012	09-23-2012	11:00PM - 11:35PM	EYEWITNESS NEWS AT 11PM (MONDAY-SUNDAY				1	30	X	X	X	X	X	X	X	4	1,100	4	4,400.00
50	09-24-2012	09-30-2012	11:00PM - 11:35PM	EYEWITNESS NEWS AT 11PM (MONDAY-SUNDAY				1	30	X	X	X	X	X	X	X	4	1,100	4	4,400.00
51	09-17-2012	09-23-2012	08:00PM - 10:59PM	PRIME SPECIALS (797)				3	30							X	1	2,500	1	2,500.00
			----- ITEM LINE NOTE ----- EMMYS 2																	
52	09-11-2012	09-16-2012	09:00AM - 10:00AM	LIVE! WITH KELLY & MICHAEL (842)				3	30		X	X	X	X			4	50	4	200.00
53	09-17-2012	09-23-2012	09:00AM - 10:00AM	LIVE! WITH KELLY & MICHAEL (842)				3	30	X	X	X	X	X			4	50	4	200.00
54	09-24-2012	09-30-2012	09:00AM - 10:00AM	LIVE! WITH KELLY & MICHAEL (842)				3	30	X	X	X	X	X			4	50	4	200.00
55	09-17-2012	09-23-2012	08:00PM - 09:00PM	WED PRIME 8-9P (813)				2	30			X					1	1,800	1	1,800.00
			----- ITEM LINE NOTE ----- MIDDLE 2																	

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398208	09-10-2012	09-11-2012	2	CHAD BAREFOOT CAMPAIGN	CHAD BAREFOOT CAMPAIGN SD 18	POLITICALS	WTVD - DURHAM

Agency Est# 978			CMS # 243131	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 09-11-2012	End Date 09-30-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 243131				
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			Agency CPE: E : 978																	
56	09-17-2012	09-23-2012	10:00PM - 11:00PM	WED PRIME 10-11P (814)				3	30			X					1	1,500	1	1,500.00
			----- ITEM LINE NOTE ----- REVENGE 2																	
57	09-17-2012	09-23-2012	09:00PM - 10:00PM	THURS PRIME 9-10P (805)				2	30				X				1	4,000	1	4,000.00
			----- ITEM LINE NOTE ----- GREYS 2																	
58	09-11-2012	09-16-2012	11:35PM - 12:02AM	NIGHTLINE (MONDAY-FRIDAY) (788)				2	30		X	X	X	X			3	250	3	750.00
59	09-17-2012	09-23-2012	11:35PM - 12:02AM	NIGHTLINE (MONDAY-FRIDAY) (788)				2	30	X	X	X	X	X			3	250	3	750.00
60	09-24-2012	09-30-2012	11:35PM - 12:02AM	NIGHTLINE (MONDAY-FRIDAY) (788)				2	30	X	X	X	X	X			3	250	3	750.00
61	09-11-2012	09-16-2012	03:30PM - 07:00PM	RUN OF SCHEDULE ROS(M-SUN) (823)				3	30						X		1	1,000	1	1,000.00
62	09-17-2012	09-23-2012	03:30PM - 07:00PM	RUN OF SCHEDULE ROS(M-SUN) (823)				3	30						X		1	1,000	1	1,000.00
63	09-24-2012	09-30-2012	03:30PM - 07:00PM	RUN OF SCHEDULE ROS(M-SUN) (823)				3	30						X		1	1,000	1	1,000.00
64	09-15-2012	09-15-2012	07:28PM - 08:00PM	WHEEL OF FORTUNE SAT (900)				3	30						1		1	500	1	500.00
65	09-22-2012	09-22-2012	07:28PM - 08:00PM	WHEEL OF FORTUNE SAT (900)				3	30						1		1	500	1	500.00
66	09-29-2012	09-29-2012	07:28PM - 08:00PM	WHEEL OF FORTUNE SAT (900)				3	30						1		1	500	1	500.00

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4250 HWY 22, SUITE 7
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Contract No 398208	Contract Dt 09-10-2012	Revision Dt 09-11-2012	Rev# 2	Advertiser CHAD BAREFOOT CAMPAIGN	Brand CHAD BAREFOOT CAMPAIGN SD 18	Product Code POLITICALS	Station/Market WTVD - DURHAM													
Agency Est# 978		CMS # 243131	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 09-11-2012	End Date 09-30-2012	Billing M (Broadcast Month, Cycle 1)	Package N	Contract Title 243131											
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$			
			Agency CPE: E : 978																	
													Contracted Gross Total:		150	99,450.00				
													Actual Gross Total:		150	99,450.00				
													Agency Commission:			14,917.50				
													Net Total:			84,532.50				
Month/YR		Preempted		Made Good		Contract Total		Adjustments						Actual Total						
Sep 12		1,975.00		0.00		99,450.00		0.00						99,450.00						
TOTAL		1,975.00		0.00		99,450.00		0.00						99,450.00						

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